

COTRI IN THE NEWS



Meaningful tourism will be the new normal of tourism after the epidemic

An article about the idea of meaningful tourism after the pandemic with mention of the recent GITF Guangzhou International Tourism Fair 2021. It discusses the tourism industry and how one should be looking to the future and understanding that the needs of the consumer have changed.

Customised experienced, better quality and focus on sustainability are main points in the post-epidemic era of tourism.

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Quote:

“Dr. Wolfgang Georg Arlt, CEO of China Outbound Tourism Research Institute (COTRI) and founding dean of the HATT Business School Institute, stated at the 2021 Guangzhou International Tourism Exhibition that meaningful tourism will become a post-epidemic new normal of the era of tourism. It represents sustainable development, responsible tourism, and a meaningful journey. Not only

will it be a new approach to global tourism development in the post-epidemic era, it will also aim to promote the existing concepts of sustainable and responsible tourism. New model.”

Link to the full article:

<https://ttgchina.com/2021/08/11/%E7%96%AB%E5%90%8E%E6%97%85%E6%B8%B8%E4%B8%9A%E5%BA%94%E6%89%93%E9%80%A0%E6%96%B0%E5%B8%B8%E6%80%81%EF%BC%9A%E6%9C%89%E6%84%8F%E4%B9%89%E7%9A%84%E6%97%85%E6%B8%B8/>